

Retail

PHILIP MORRIS USA

INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: V. Occhuito **DATE:** October 14, 1992
FROM: B. Mora *B. Mora*
SUBJECT: Cambridge January 1993 Mega Outlet Promotion

In January 1993, Cambridge will be executing a Mega outlet promotion which features a Buy Three Cartons Get One Free deal (see attached elements memo draft for details).

This promotion will utilize the mylar U-band to hold the four cartons together as a unit at retail. Pertinent details are as follows:

Quantity: 250,000
Promotion Date: January 4, 1993
POS #: 67035
Delivery: to PM Express for kits

Please call with any questions.

cc: *C.* Abbruscato
D. Moody
M. Schumann
A. Sinha

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